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Federal Communications Commission
Office of Secretary

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CS 97-55

I am opposed to age-based
TV rating and feel a
content-based rating system
would be more beneficial.

Thank you.

Shelley G. Dence
4436 Country Club Dr.
Pgh, Pa 15236-4806

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CS 97-55

I am *opposed* to age based
TV Ratings and support content
based ratings.

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Kathryn M. Diener
446 Elaine Dr.
Pittsburgh, Pa 15236

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Federal Communications Commission
Office of Secretary

Feb 10, 97
I am opposed to age based
TV rating system I
would like to have
a content based system.

Sincerely
Mary Jo Daly
McAnnulty PTA

Mary Jo Daly
4559 Norwin Rd
PRH PA 15236

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McAnulty, PTA -

I am opposed to age based
TV rating and support content
based.

Fathy Hutchison
776 Hill St
Rgh Pa 15206

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Federal Communications Commission
Office of Secretary

I am opposed to age-based TV
rating system. I support content-
based.

Angela McGehee
5318 Greenridge Dr.
Pgh. PA 15236

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Federal Communications Commission
Office of Secretary

I am opposed to age-based
TV rating system.

I support content-based.

Renee Stockey
5261 Grandage Dr
Rye PA 15236

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CS 97-55

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Federal Communications Commission
Office of Secretary

I am opposed to age-based
TV ratings and support a
content-based rating system.

Mary Witsch
346 Jean Dr.
Pittsburgh, PA 15236

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March 6, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W. Room 222
Washington, DC 20554

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MAR 24 1997

Federal Communications Commission
Office of Secretary

Dear Mr. Hundt and Commissioners:

RE CS Docket No. 97-55, FCC 97-34

I am writing in opposition to the v-chip rating system as present by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that we as parents can make decisions about what is appropriate TV programming for our children. All the parents that I have talked with would prefer a rating system that gives parents information about the content of the programs. My standards may not be the same as others, what I want my 14 year old to see may not be what someone else wants their 14 year to see. I would like to make my choice after seeing what the content is. Any other rating is useless to me as a parent. I support the National PTA in their quest for a Descriptive Content-Based Rating System.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on this very important issue. This is important to our children and to the families of this great country. We must keep our families strong.

Sincerely,



JoAnn Neilson
Kaysville, Utah

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CS 97-55

GROVE PARK ELEMENTARY PTA

March 6, 1997

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MAR 24 1997

Federal Communications Commission
Office of Secretary

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, D.C. 20554

Re: CS Docket Number 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

We are writing on behalf of the National PTA and the Grove Park Elementary PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

1. That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
2. That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
3. That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of the program.
4. That the rating board be independent of the industry and the FCC and that it include parents; and
5. That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Julie Romani, PTA President
Lake Park, Florida

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Tobin School PTA

Ving Budz
c/o Tobin School
8501 S. Narragansett
Burbank, IL 60459

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MAR 24 1997

March 5, 1997

Federal Communications Commission
Office of Secretary

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Tobin School PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. Our PTA feels that the symbols presently provided do not give parents enough information to reasonably judge what is appropriate programming for our children. We need to know if programs contain violence, adult language, nudity, and /or sexual situations. The rating system the Motion Picture Industry has developed is not specific enough. Please allow us as parents to judge what is appropriate for our children by including content information about the programs, and having the rating icon appear more frequently during the programs.

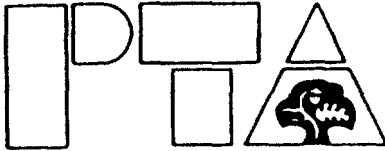
Thank you for the opportunity to express our views on this very important issue.

Sincerely,


Ving Budz

Tobin School PTA President in Burbank, IL.

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ILLINOIS CONGRESS OF PARENTS AND TEACHERS
901 South Spring Street • Springfield, Illinois 62704
(217) 528-9617

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March 7, 1997

MAR 24 1997

Mr. Reed Hundt and the FCC Commission
Office of the Secretary
1919 M Street N.W., Room 222
Washington, DC 20554

Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners

RE: CS Docket No. 97-55, FCC 97-34

NO NO NO!

Please do not approve the TV industry's rating system. It is LESS than useless! It tells parents and grandparents - that's me - nothing about the programs they are choosing, and what is more, they suppose that the maturity of a viewer is age-based and informs what type of program they might appropriately watch.

Frankly, as a "mature audience" member - soon to face a 60th birthday, I would appreciate using a rating system that would prepare me for "adult language" which I find boring and immature!

So, YES, YES, YES to a rating system which would describe content - for example, L for adult language, S for sexual content, and V for violence, and which would leave the decisions about the age at which someone might appropriately watch such programs up to the persons controlling the TV tuning system.

Parents need helpful information which will assist them in making intelligent decisions regarding the TV programs their children should be watching, and others in the viewing audience would find such a content-based system useful for our own viewing decisions.

Again, please do not approve the industry's proposed system. We can and should do better!

Sincerely,

Gretchen McDowell
Past President
Illinois PTA
9932 South Maplewood Avenue
Chicago, Illinois 60655-1056

773-238-0885

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SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Federal Communications Commission
Office of Secretary

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Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Holmes School ^{PTA} (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U. S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Your Name
Town, State

Gail Boughton
11 Lewis Rd.
New Britain, CT
06053

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March 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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Federal Communications Commission
Office of Secretary

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Dear Chairman Hundt and Commissioners,

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of National PTA and myself to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997.

Thank you for taking the first step in providing me as a parent a rating guide for the programs my children watch on TV. Unfortunately, the current ratings are not enough. I want to know if the programs contain violence, sexual content & nudity, or adult language. Why is parental guidance suggested, strongly cautioned, or mature audiences only? I have 3 teen age boys. My standards are different than someone that may have girls or younger children.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunication Act of 1996. I do not believe this system does and therefore, recommend that you do NOT approve this system.

A rating system you approve needs to include:

- content information about the programming addition to parental guidance or caution
- Rating board be independent of the industry and the FCC and include parents
- V-chip band broad enough to allow parents to receive more than 1 system.

Thank you for the opportunity to comment on such an important issue affecting the youth of our country - they are our most important resource and the leaders of tomorrow.

Sincerely yours,

Barb Bungard

Barb Bungard, Ohio PTA District 13 Director
2445 Call Road Stow, Ohio 44224

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Susan U. Eby
5800 Craigin Bluff court
Bettendorf, Iowa 52722

March 5, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N.W., Room 222
Washington, DC 20554

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MAR 24 1997
Federal Communications Commission
Washington, D.C.

RE: CS Docket No. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. I am active in the PTA's in my children's schools and talk frequently with other parents. No one with whom I have discussed this matter agrees with this rating system. It is age-based rather than descriptive of the content of the television program.

The proposed rating system is similar to the one used by the motion picture industry which is also flawed in its age-based nature. What is appropriate for one 13 year old, for example, may not be appropriate for another child of that age. It is much more informative to know whether the program contains violence, sexual content and/or nudity, or adult language. Parents need to be able to make informed decisions about their children's viewing habits, rather than accede to these decisions being made by someone else. Please consider replacing the proposed rating system for one that contains content information.

I would also like to see these ratings included in television listings in the newspaper and television guides, as well as displayed for a longer period of time during the program itself. The current brief display of the rating at the beginning of a show is inadequate.

The newspapers and television news programs have cited numerous parental surveys that overwhelmingly support a content-based rating system. Please listen to these comments and make appropriate changes in any rating system you may adopt.

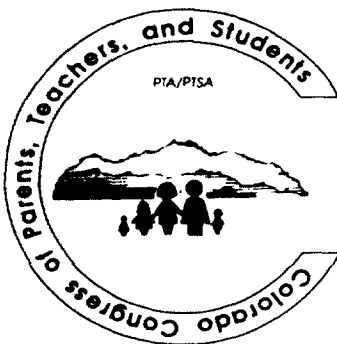
Thank you for this opportunity to comment on an issue which is so important because of the pervasive nature of the television medium.

Sincerely,


Susan U. Eby

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COLORADO PTA

6000 E. Evans Ave.
Suite 1-300
Denver, CO 80222
(303) 758-3466 (PTA)
(303) 758-3601 (FAX)

March 4, 1997

Mr. Reed Hundt
FCC Commission
Office of the Secretary
1919 M Street N.W. Room 222
Washington, D.C. 20554

CS DOCKET NO. 97-55, FCC 97-34

Dear Mr. Hundt:

For 100 years, PTA has led grassroots efforts to appeal to Congress on issues concerning children. We serve as advocates for children, and our parents are speaking loudly and clearly for the need for a tv rating system that gives them comprehensive, objective details about television programs.

We oppose the v-chip rating system proposed in January and urge you to have a rating system that will include content descriptors as a part of the icon on the screen and in TV periodicals.

We are requesting your support for a content based rating system that is preferred by parents.

Sincerely,

SUE ANDERSON
PRESIDENT, COLORADO PTA

cc: Joan Dykstra

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Federal Communications Commission
Office of the Secretary

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CS 97-55

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APR 24 1997

Federal Bureau of Investigation
U.S. Department of Justice

E/4/97

GENTLEMEN-

THERE IS WAY TOO MUCH SEX,
VULGARITY, AND VIOLENCE ON T.V.

PLEASE ENFORCE THE
BROADCAST ~~IND~~ INDECENCY
LAW. THE NEW V-CHIP AND TV
RATING SYSTEM HAVE A LOT TO
BE DESIRED. ONE HAS TO HAVE
LITTLE FRICTION WITH THE INDUSTRY
SELF POLICING POLICIES.

STRICT ENFORCEMENT OF THE
BROADCAST INDECENCY LAW IS
BY FAR THE BEST SOLUTION.

SINCERELY,

Charles E. NEUBAUER.



Charles E. Neubauer
335 N. Broadway
Wells, MN 56097-1518

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March 6, 1997

Chairman Reed Hundt and FCC Commissioners
c/o Federal Communications Commission
1919 M Street N. W., Room 222
Washington, DC 20554

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MAR 24 1997
Federal Communications Commission
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the Utah State PTA and my 18 grandchildren. I would like to voice my concerns over the v-chip rating system presented by Jack Valenti, on January 17, 1997. This rating system does not provide sufficient content information for parents to make decisions about what is appropriate TV programming for their children. Parents want to have sufficient information to make those choices for their children, and not have the TV industry make those decisions for them. Any rating system without content descriptions on the screen and publicized information in TV scheduling periodicals is useless.

I urge the FCC to not accept any rating system that does not include content information about the programs such as V(violence), S(sexual depiction) and L(language). Also, the FCC should require a V-chip band broad enough to allow parents to receive more than one rating system. It would be absolutely mandatory to include parents on the rating board, and the rating system approved by the FCC should be evaluated by independent research to determine if it meets the needs of parents.

Under no circumstances should the FCC approve the industry's rating system.

Thank you for the opportunity to comment on this issue which is so important to children and families.

Sincerely,



Mareld B. Horton
1570 North 1500 West
Provo, Utah 84604

CS 97-55

9700019

From: kpnb@voyager.net <kpnb@voyager.net>
To: A4.A4(fccinfo)
Date: 2/27/97 9:08pm
Subject: TV ratings

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I'm concerned that the TV ratings don't reflect the content of the commercials aired. We were recently watching Jeopardy (rated TV-G), and saw graphic scenes from an R rated theater movie. Is there a standard for commercials that requires (encourages) they be rated no worse than the TV show they're aired with?

Peg Beutler

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Federal Communications Commission
Office of Consumer Affairs

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MMB ENFORCEMENT
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The Honorable Reed Hendt, Chairman
Federal Communication Commission
1919 M St., NW
Washington, D.C. 20554

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MAR 2 4 1997
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From: [illegible]
[illegible]

Dear Honorable Mr. Hendt:

I am writing to voice my opposition to the age-based TV rating system. I believe that a content-based system where viewing choice can be made based on specific information would be a more valuable tool to parents. It is my understanding that the National PTA recently did a survey that showed 80% of parents favored a content-based system (compared to 20% for an age-based system).

A content-based rating system would also give parents the right to judge what material is acceptable for their children rather than leave that choice to the television industry. As parents, that is a "right" that we are entitled to and the fact that the television industry has taken the liberty to decide what is appropriate content for our children to view is wrong. There are different standards of suitability for children which are a part of each family. The content-based system would allow each family unit select programs based on their own individual standards. It is also my understanding that 17 out of 18 of the nation's leading children's experts judge the age-based system inadequate, while it is almost unanimous that content should be an essential aspect of a rating system. How can one really think that the television industry can objectively rate themselves? After all, is not their prime concern ratings?

Also, the "family hour" needs to be restored!

I thank you for your time in reading this letter and giving consideration to this, and I'm sure, many other requests for change in the rating system.

Sincerely,

Hope M. Pichura

Hope M. Pichura
315 Fairview St.
Johnson City, NY 13790-1475

February 28, 1997
/p

CS 97-55



872 Havendale Drive
Columbus, Oh 4322
February 25, 1997

ORIGINAL

COLUMBUS PUBLIC SCHOOLS

RIDGEVIEW MIDDLE SCHOOL
4241 Rudy Road
Columbus, Ohio 43214
614/365-5506

RECEIVED
MAR 24 1997
Federal Communications Commission
Columbus, Ohio

Chairman of the Federal Communication Commission
1919 M Street N.W.
Washington, D.C. 20554

Dear Chairman:

I'm writing you concerning the new system of the television ratings.

I think it is a good system. It helps the viewers to know what they can expect from the program. Also, it can help the viewer or viewers to see if the program is appropriate for them or their children.

Some people may think that it is a waste of time to put television ratings on the television screen, but others will disagree. I know a lot of people and parents who think the system is helpful for them and their children. It helps them make the right decisions for what their children can watch.

It is a good that people and the F.C.C. has come up with this idea and has made different ratings to go along with the television programs. I hope that the ratings will become a success. Thank you for your time.

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Sincerely,
Stephanie Buening
Stephanie Buening

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CONNIE WILLIAMS

764 Wakendaw Blvd
Mt. Pleasant, S.C. 29464

Telephone 803-881-1122
Fax 803-881-8919

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MAR 24 1997

Federal Communications Commission
Washington, D.C. 20541

The Honorable Reed Hundt, Chairman
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554
CS Docket No. 97-55

Dear Mr. Hundt,

Please change the current television rating system *from* the age-based to a content-based rating system. The television industry representatives came up with this present system. Lets "fine tune" it into the trash where it belongs. Let the parents have their choice. A content-based rating system was favored 5-to-1 by parents in a PTA study.

You wonder why our kids are having such problems? Cut on the TV and you will see the influences of violence, sex and bad language being lived out before your eyes during the supposed "family hour". Under the present rating system, designed by those who produce all of the TV trash, it is impossible to know the exact content of the show. Parents differ as to what they allow at certain ages. Some parents are lax and some parents are strict. Some children are immature and some are mature. **That is why we want a content based guide.**

If there were no relationship between seeing and doing, we would have no advertisers. Children act out what they see. Wake up smell the coffee and restore the "family hour" with a content based guide.

Sincerely yours,



Connie Williams

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ICE
National Association For
Family & Community Education

CS 97-55

MAR 24 1997

Federal Communications Commission
Office of Secretary

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Rm B14

February, 1997

The Honorable E. Kubelyski
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Commissioner Kubelyski:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association for Family & Community Education and its affiliate, Virginia State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented television ratings system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Marie C. Pfaff

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FEB 31 4 45 PM '97

AMERICAN



CS 97-55

RECEIVED

MAR 24 1997

FEBRUARY 21, 1997

Federal Communications Commission
Washington, D.C. 20554

MR. REED HUNDT
FEDERAL COMMUNICATIONS COMMISSION
1919 M. STREET N.W.
WASHINGTON, DC 20554

DOCKET FILE COPY ORIGINAL

DEAR MR. HUNDT:

I AM WRITING ASKING THAT THE NEW RATING SYSTEM BE REJECTED AS IT NOW STANDS.

UNDER THE PRETENSE OF PROVIDING HELP TO PARENTS, THE INDUSTRY HAS DONE THE OPPOSITE. THEY TELL PARENTS THAT ALL PROGRAMS RATED TV-Y, TV-7, TV-G, TV-PG, AND TV-14, REGARDLESS OF CONTENT OR THEME, ARE SUITABLE FOR KIDS AND YOUTH.....AND GET THIS~~~~THE PERSON WHO PRODUCES THE PROGRAM IS THE ONE WHO RATES IT! NO INPUT FROM THE VIEWING PUBLIC IS ALLOWED. THERE WILL BE NO CONSISTENT PERSPECTIVE USED IN THE RATINGS SINCE HUNDREDS OF DIFFERENT INDIVIDUALS WILL BE DOING THE RATINGS BASED ON THEIR OWN INTEREST.

PLEASE REJECT THE RATINGS AS THEY NOW STAND.

SINCERELY YOURS,

Derry & Denise Owen

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CS 97-55

MMB

The North Carolina
Extension Homemakers Association, Inc.

BOOKET FILE COPY ORIGINAL

February 1997

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MAR 24 1997

Federal Communications Commission
Communications Division

The Honorable Reed Hundt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

Commissioner Hundt:

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's rating system.

The National Association for Family and Community Education and its affiliate, North Carolina Extension Homemakers Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are concerned that the family issue of the recently implemented television rating system does not address the needs of parents.

The questions generated by the current age-based television rating system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Theresa Henson

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CS 97-55

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MAR 24 1997

Federal Communications Commission
Washington, D.C. 20554

February, 1997

The Honorable Quinn Tamm
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

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Commissioner Hunt, Chairman

We are writing to urge the Federal Communications Commission to hold a public hearing as part of its review of the television industry's ratings system.

The National Association For Family and Community Education and its affiliate, As State Association, are grass-roots organizations which have been actively involved in family issues for the past 60 years. We are very concerned that the family issue of the recently implemented ratings system does not address the needs of parents.

The questions generated by the current age-based television ratings system deserve a public hearing. We urge you to hold such a hearing soon on this issue which is so important to families in America today.

Sincerely,

Edward F. + Jennie Guinoz
222-1251
Guinoz, As 85364-3938

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